

City of Concord, New Hampshire
Architectural Design Review Committee
September 13, 2016 Minutes

The Architectural Design Review Committee (ADRC) held its regular monthly meeting on September 13, 2016 in the Second Floor Conference Room in City Hall at 41 Green Street.

Present at the meeting were members Elizabeth Durfee-Hengen, Jennifer Czysz, Margaret Tomas, Jay Doherty, Claude Gentilhomme, and Doug Shilo. Craig Walker of the Code Administration Division; Heather Shank of the City Planning Division; and Lisa Fellows-Weaver Administrative Specialist, were also present.

The ADRC met in order to review the proposed design of certain sites, buildings, building alterations, and signs that are on the Planning Board's regular agenda for September 21, 2016, and which are subject to the provisions of the City of Concord's Zoning Ordinance in respect to Architectural Design Review.

Sign Applications Requiring Design Review:

1. Millwood Partners LP VII requesting ADR approval to install one (1) new 24 sf wall sign at 248 Sheep Davis Road in the Gateway Performance (GWP) District. *MBL: 111/H3/3*

April Bigosh, salon manager, was present representing "The Grooming Shop". Ms. Hengen asked about the window decals advertising several different businesses. Mr. Walker replied that the window decals exceed the square footage and will need to be removed. Ms. Bigosh explained that the storefront is a co-op jointly operated by the businesses listed. She expressed concern about how to let customers know which businesses are there if the decals are removed. She added that the proposed sign and decals have been in place for a few years. The application is an effort to legitimize the sign as a permit was never previously sought.

General discussion ensued regarding the fact that the store front is very busy with all the decals and is difficult to read. Mr. Gentilhomme suggested adding a small directory sign listing businesses and hours for each. Mr. Walker replied that a directory sign would not need a permit. MS. Shank stated that only the wall sign is up for review, though a condition could be added to the approval requiring removal of the non-compliance signs and allowing a directory sign a maximum of 2 sf.

On a motion made by Mr. Gentilhomme and seconded by Ms. Hengen, a motion to approve as submitted, subject to the condition that all non-compliant window signage be removed and replaced with a directory sign a maximum of 2 sf in area, subject to final approval by Craig Walker, was unanimously passed.

2. Dunkin Donuts, on behalf of D'Angelo Inc., requesting ADR approval to install one (1) 72 sf freestanding replacement sign, and one (1) 38 sf replacement wall sign at 121 S. Main Street in the Urban Commercial (CU) District. *MBL:28/1/5*

Scott Stanton from Dasco Signs was present representing Dunkin Donuts. He explained that the sign is due to a corporate change and the application is for the replacement face.

On a motion made by Ms. Tomas and seconded by Mr. Gentilhomme, a motion to approve as submitted was unanimously passed.

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3. Key Collision requesting ADR approval to install one (1) new 98.37 sf freestanding sign and one 47.32 sf wall sign consisting of channel letters at 94 Manchester Street in the Highway Commercial (CH) District. *MBL: 110/D3/10*

No applicant was present.

Mr. Shilo asked about the name being “Key” or “Key Collision of Concord” and if it was a franchise. Discussion ensued as to the name and layout of the wording. Committee members agreed that the sign would be more effective if the words “of Concord” were smaller to emphasize the hierarchy of “Key Collision” as the business name.

Mr. Walker commented that Key has proposed a used vehicle sales area to be on-site along with oil and lube shop, so there will be three multiple uses. He noted that Key Collision is under construction at this time. The Committee also discussed the fact that there is spacing shown for additional signs. Mr. Walker stated that the applicant would need to come back for any additional signage.

On a motion made by Mr. Gentilhomme and seconded by Mr. Shilo, a motion to approve both signs, subject to the condition that the words “of Concord” on the pylon sign be reduced and located on a single line, was unanimously passed.

4. Nitco Northland JCB, on behalf of Elmwood Industrial Park LLC, requesting ADR approval to install one (1) new 27 sf freestanding sign and one (1) new 96 sf wall sign at 114 Hall Street in the Industrial (IN) District *MBL: 5/1/1*.

Jeff Hawkins, General Manager, was present. He explained that the business is relocating and has gone through the minor site plan review process. He stated that the free standing sign is at their current location and is proposed to be relocated to the new store on Hall Street. The proposed wall sign on the existing building is new. Mr. Walker noted that the wall sign will be facing I-93.

On a motion made by Ms. Hengen and seconded by Ms. Czysz, a motion to approve as submitted was unanimously passed.

5. Aranosian Oil Company, Inc. requesting ADR approval to install five (5) new signs, including two (2) 13.6 sf canopy signs, one (1) 38 sf freestanding sign, one (1) 37 sf wall sign, and one (1) 49 sf wall sign at 110 Loudon Road in the General Commercial (CG) District. *MBL: 116/7/18*

The applicant presented alternative graphics for the Red Arrow building sign and freestanding sign. Committee members preferred the new graphics over the original.

Ms. Hengen stated that the sign should be lowered for better visibility to 12 feet to 15 feet in height. Discussion was held regarding the height of the proposed free standing sign. The applicant agreed to lower the sign by 28 inches to just under 18 feet in total height, and enclose the empty space.

On a motion made by Ms. Hengen, and seconded by Mr. Shilo, a motion to approve all sign applications as presented during the meeting, subject to the condition that the ground sign height will be lowered by 28 inches, was unanimously passed.

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Major Site Plan Applications Requiring Design Review:

6. Aranisian Oil Company, Inc. requesting ADR approval for a new 6,116 sf building and related site improvements, including landscaping, lighting, and parking for the purpose of a new gas station and restaurant at 110-118 Loudon Road in the General Commercial (CG) District. *MBL: 116/7/18, 116/7/2, & 116/7/19 (2016-44)*

Jeff Merritt of Keach-Nordstrom was present representing the applicant. He provided an overview of the major site plan application. Mr. Walker added that a variance has been granted once the parcel is merged.

Building elevations were presented by Dennis Myers. He provided an overview of the two shared uses in the building noting the proposed elevations. Materials proposed to be used were brick, aluminum window framing, and light gray clapboards. He also described the colors that will be used along the Mobil station store front, noting that anodized solar grade glass will be used.

Additional discussion was held regarding the applicant's desire to add a non-commercial graphic on the building in a recessed brick niche area with down lighting. Options were suggested. Mr. Walker stated that the graphic would not require a design review since it is not advertising anything.

The landscape plan was reviewed. Ms. Hengen asked why trees were not proposed in front of the fueling stations. The applicant explained that there are three existing flag poles in that area, and that etiquette for flags states that trees and other elements should be kept away out of respect. It was also noted that they plan to salvage trees at the rear of the property. Mr. Merritt also stated that the existing fence will be replaced with a 6 ft. high stockade fence with landscaping.

Mr. Gentilhomme made a motion, seconded by Ms. Czysz, to approve the site plan design and building design as submitted. The motion passed unanimously.

Please note that Ms. Tomas, Ms. Czysz and Mr. Gentilhomme left at 9:05 a.m., and Mr. Dougherty left at 9:15 a.m. during the discussion of the last application.

As there was no further business to come before the Committee, the meeting adjourned at 9:40 AM.

Respectfully submitted,

Heather R. Shank, AICP, PLA
Assistant City Planner